

TRENDS IN OPEN EDUCATIONAL RESOURCES (OER) AWARENESS AND ADOPTION

RESULTS FROM 2023-24 NATIONAL SURVEY OF HIGHER EDUCATION FACULTY

6 DECEMBER 2024
ASCC FRIDAY FORUM

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PRESENTATION DETAILS

1. Research background
2. Higher Education Results and Trends
3. California Results
4. Discussion Questions
5. Q&A

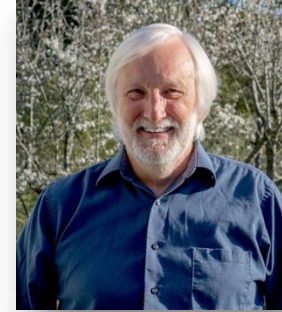


RESEARCH BACKGROUND



INTRODUCTION TO BAY VIEW ANALYTICS

Bay View Analytics offers a comprehensive suite of consulting services in survey design and statistical research. Our services build on nearly two decades of research and survey design, sampling, and statistical analysis expertise.



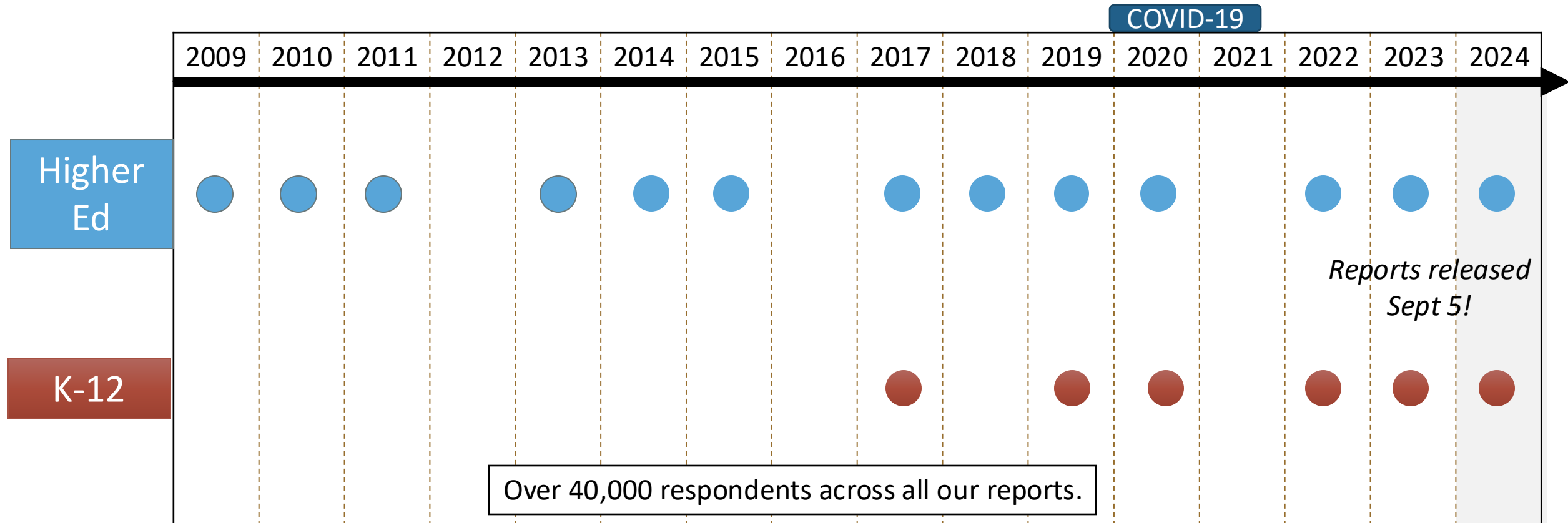
Jeff Seaman, Ph.D.
Director



Julia Seaman, Ph.D.
Director of Research



OVER A DECADE OF RESEARCH ON OER AWARENESS



Project supported by



SURVEYS AIM TO UNDERSTAND THE ROLE OF OER

Goals of Surveys

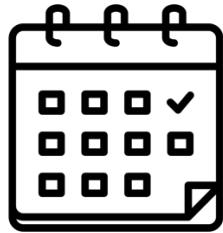
- To understand the role of OER in Higher Education and K-12
- To quantify perceptions and adoption of digital course materials

Respondents

- Admins, **Faculty**, Teachers, and Chief Academic Officers
- Nationally representative for geography and type of school



SURVEY DETAILS



April 2024



3,421 Faculty



50 States + DC
and VI

Higher
Ed

SURVEY QUESTIONS & TOPICS

The 2023-24 survey included a combination of previous and new questions for faculty.

Topics asked in survey on Teaching Practices

- *Classroom modality*
- *Formats required and used for regularly used student materials*
- *OER awareness and use*

Open Educational Resources (OER): *OER is defined as "teaching, learning, and research resources that reside in the public domain or have been released under an intellectual property license that permits their free use and re-purposing by others." Unlike traditionally copyrighted material, these resources are available for "open" use, which means users can edit, modify, customize, and share them.*

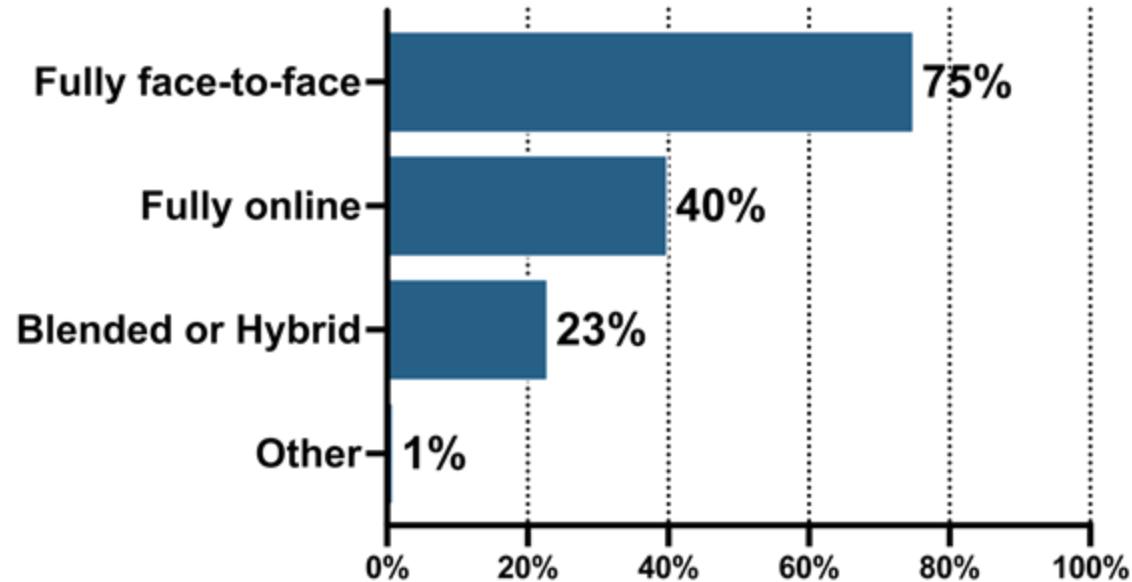


DIGITAL CLASSROOM IN 2023-24



TEACHING MODALITY

2023-24 Faculty: Current Teaching Modality (Select All)

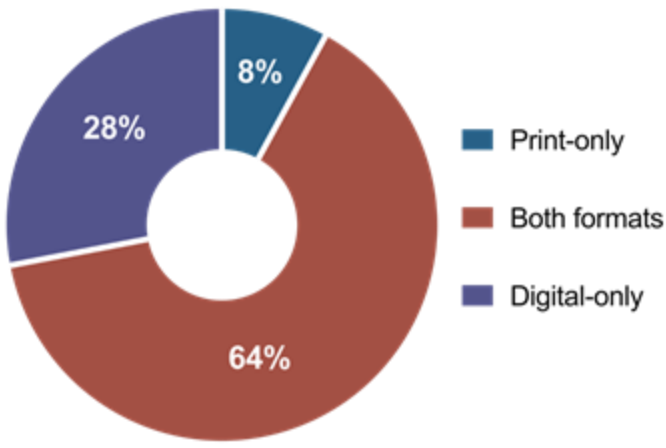


Nationally, 2-year schools are much more likely to fully online courses and similar rates of face-to-face; suggests more faculty teach in both modalities.

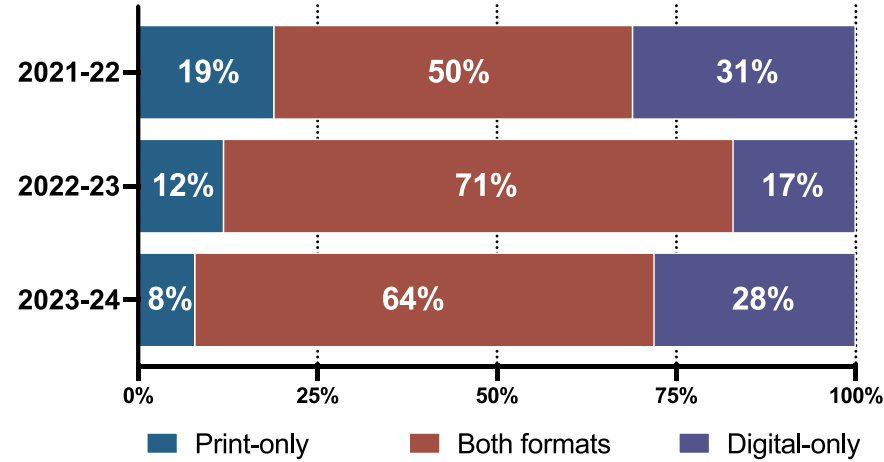
Courses in higher education are offered fully online or in blended formats and at a higher than pre-pandemic rate.

REQUIRED TEXTBOOK FORMAT

2023-24 Faculty: Required Textbook Format

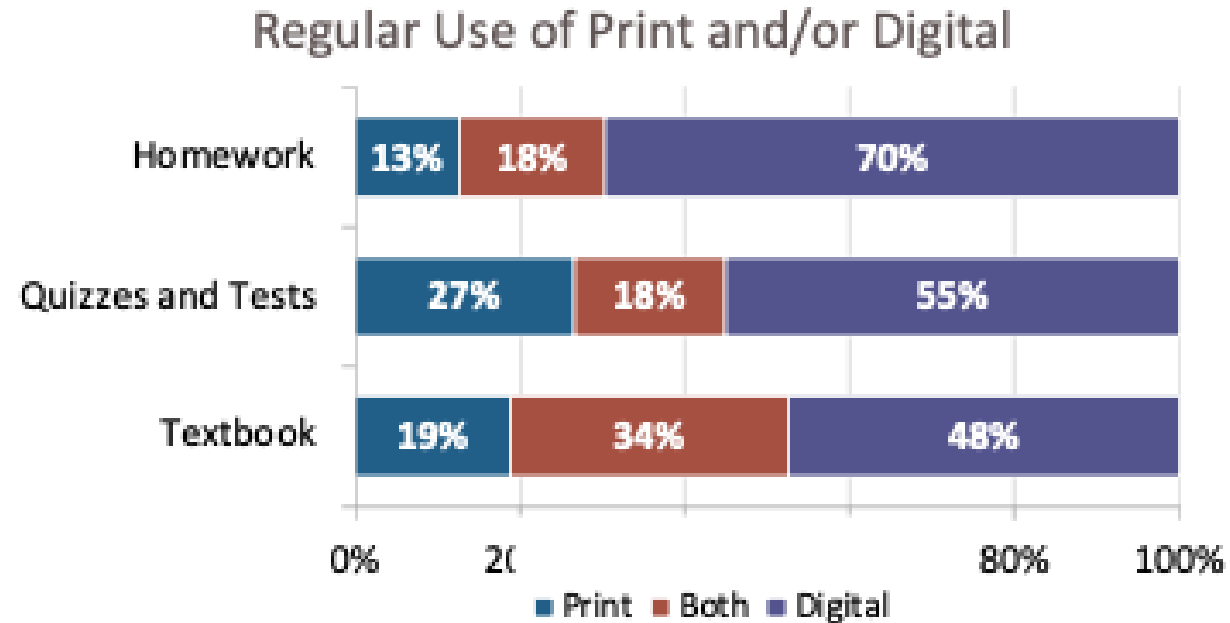


Faculty: Required Textbook Format by Year



Digital formats of textbooks are almost as commonly available in Higher Education with year over year decreases in print-only option.

BEYOND THE TEXTBOOK, DIGITAL FORMAT DOMINATES



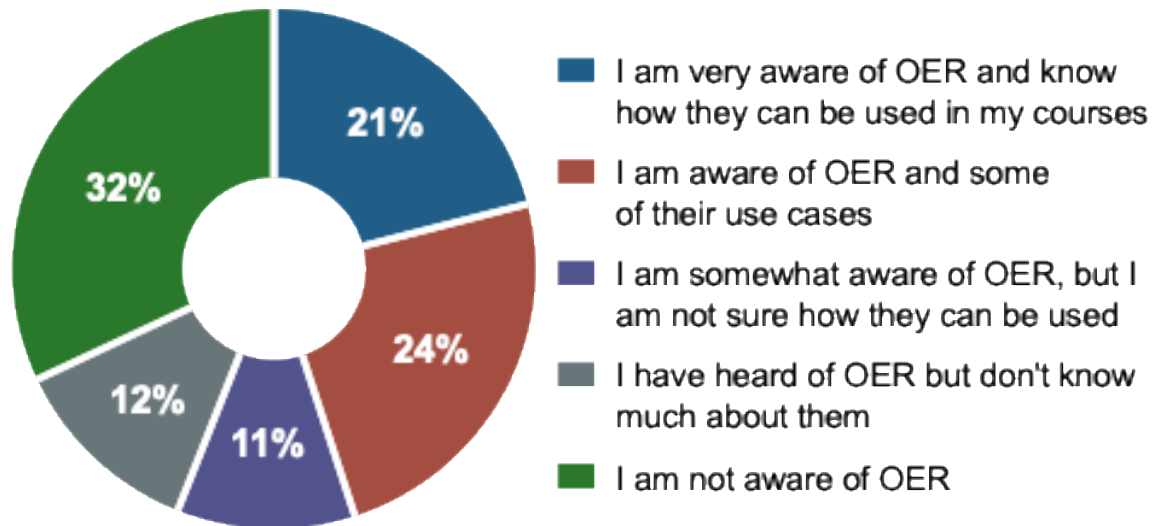
Majority of faculty use digital formats for non-textbook materials for students, at much higher rates than textbooks

FACULTY OER AWARENESS



OVER HALF OF FACULTY ARE AWARE OF OER

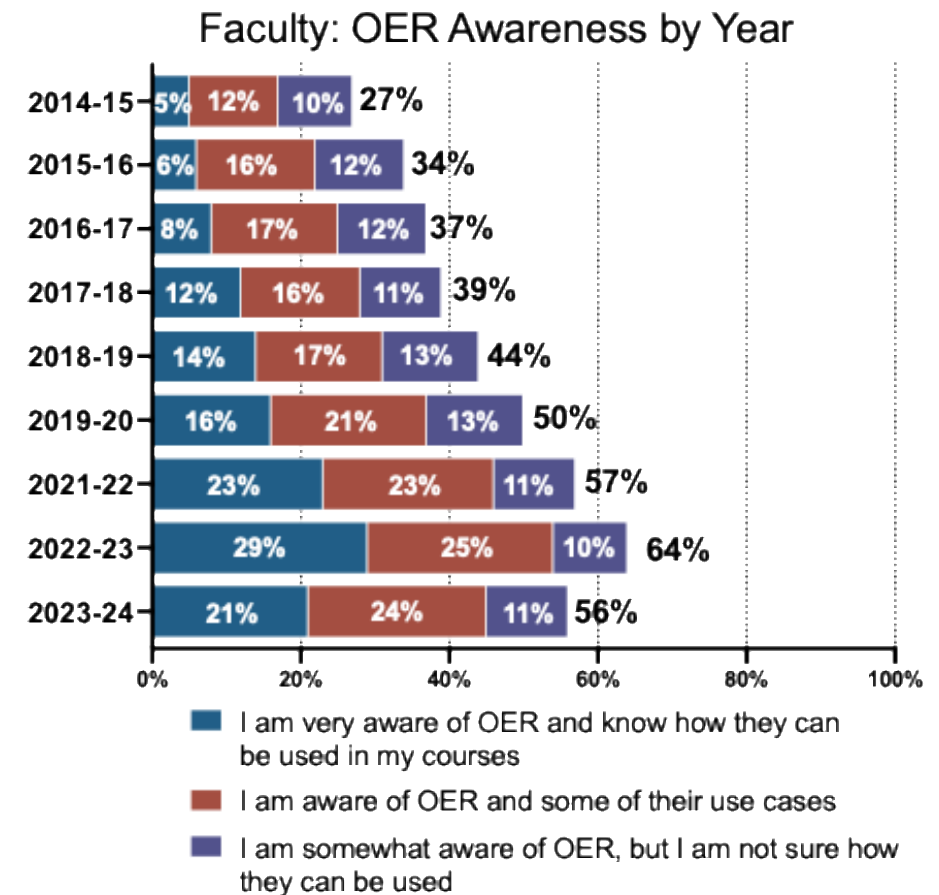
2023-24 Faculty: OER Awareness



- One third of faculty are unaware of OER, even name recognition
- Remaining faculty are split in their level of awareness
 - 56% are "somewhat" to "very aware" of OER

OER AWARENESS REMAINS ABOVE 50% BUT DID NOT GAIN

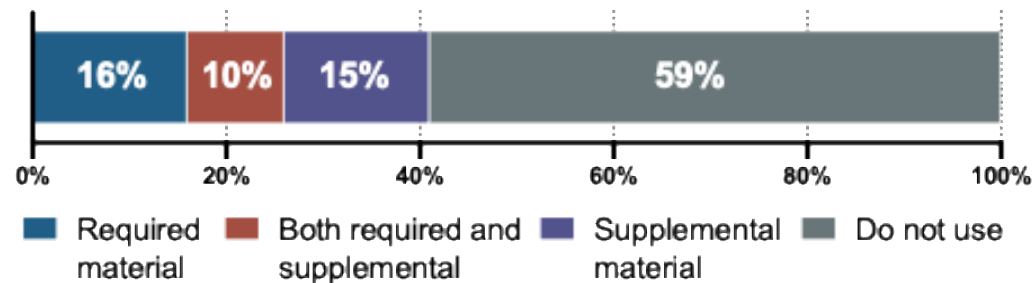
- OER awareness has dropped for the first time for our reports to the prior year's level
- 8% decrease from the peak level of awareness during the 2022-23 academic year (64%)
- Change of awareness was seen across all faculty and institutional demographics



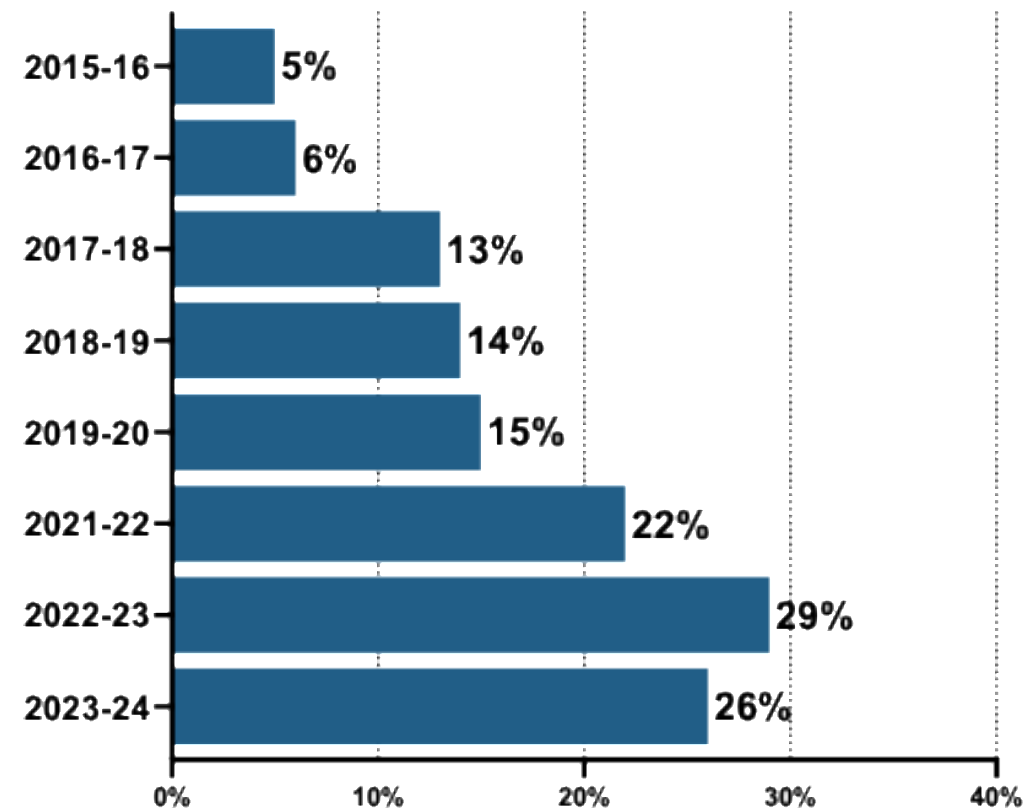
OER USE DROPS SLIGHTLY AS WELL

- 41% of faculty respondents report using OER materials as either required or supplemental course materials, or both in at least one course
 - Small decrease from last year
- These OER materials can be any type of resource — they aren't limited to textbooks.

2023-24 Faculty: OER Use



Faculty: Use of Required OER by Year



FACULTY THOUGHTS ON OER USE

- Faculty are more likely to report using OER in courses with an online component and for introductory course levels
- Faculty sentiment around OER use largely mirrors perspectives on digital versus print with similar numbers reporting material quality as either a positive or negative attribute
 - OER adopters stated that **finding materials** that meet their needs is cited as a challenge
 - Respondents who haven't adopted OER, or refuse to, primarily listed the **lack of quality of OER options** as the chief reason for their opposition

*"I fully support OER materials. Knowledge should not be kept behind a paywall."
- **Introductory Linguistics / Languages Faculty***

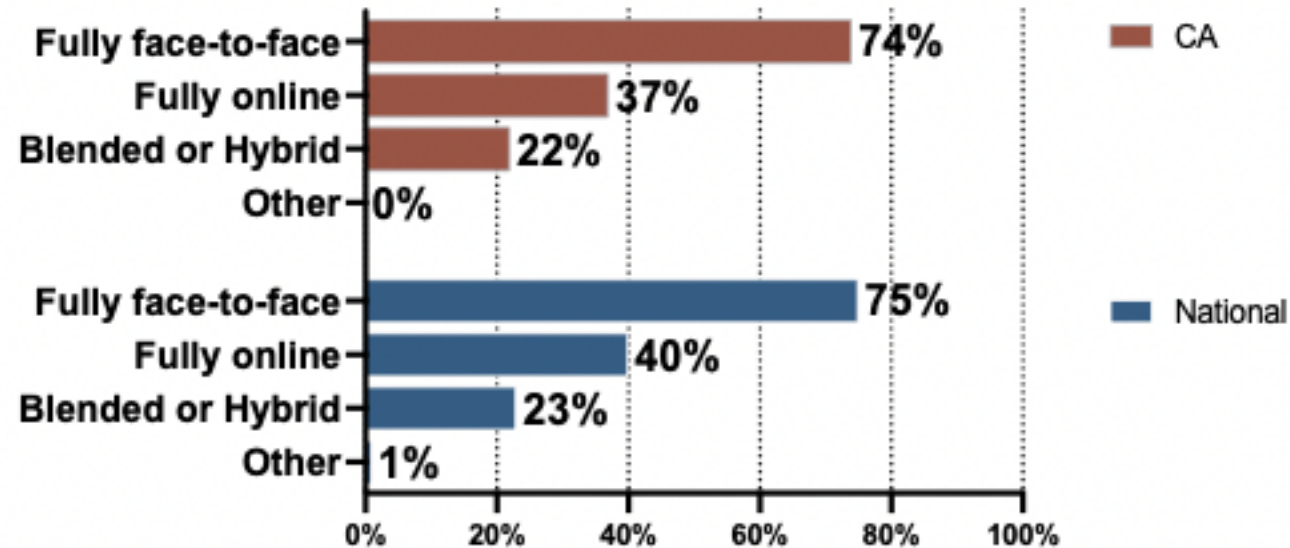
*"In my experience, the use of an OER textbook imposes a burden on the teacher since the book does not come with any teaching resources typically provided by commercial textbook publishers. Institutions should find a way to support the production of supplemental resources to faculty who decide to adopt an OER textbook."
- **Intermediate Business Faculty***

CALIFORNIA ANALYSIS



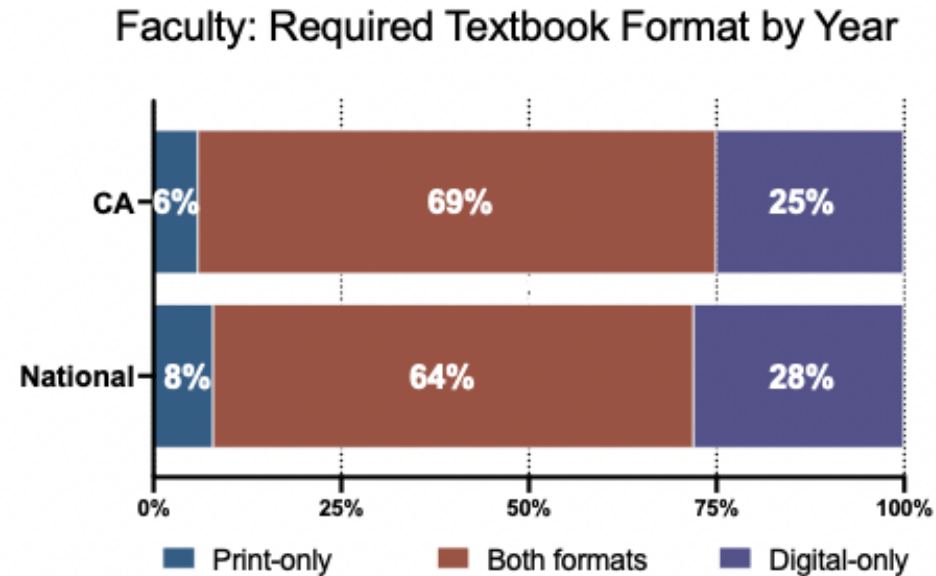
TEACHING MODALITY

2023-24 Faculty: Current Teaching Modality (Select All)



CA faculty overall follow the same trends in teaching modalities

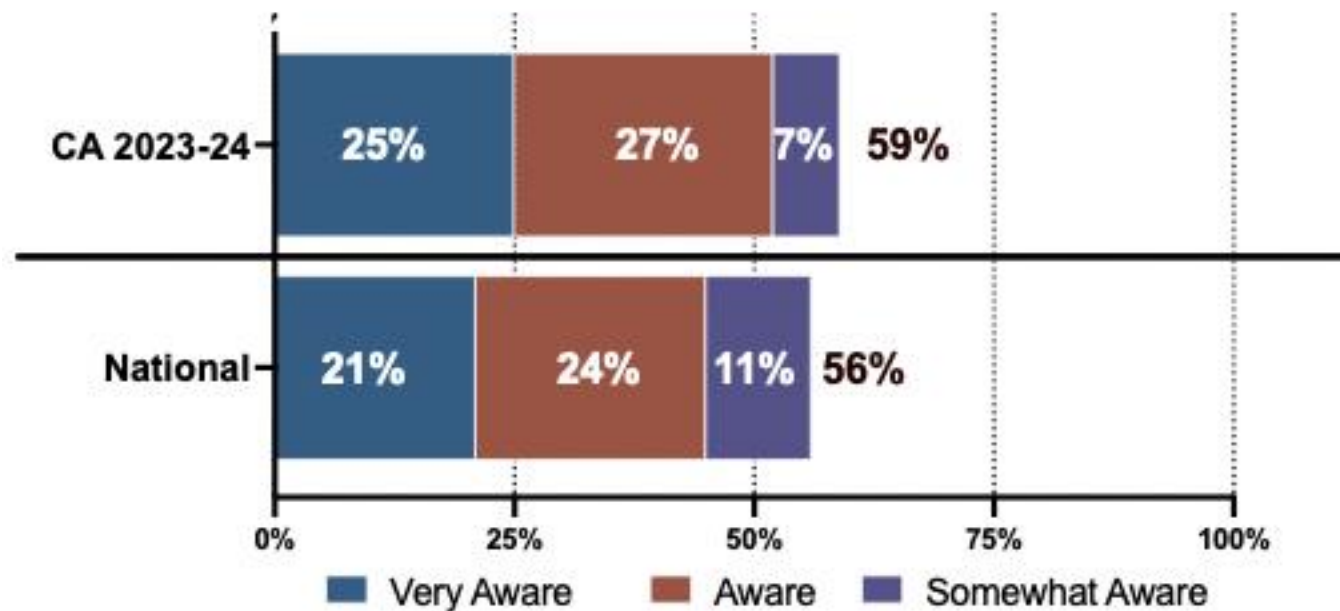
REQUIRED TEXTBOOK FORMAT



CA faculty are slightly more likely to have required textbooks available as digital formats, mostly in an option for both

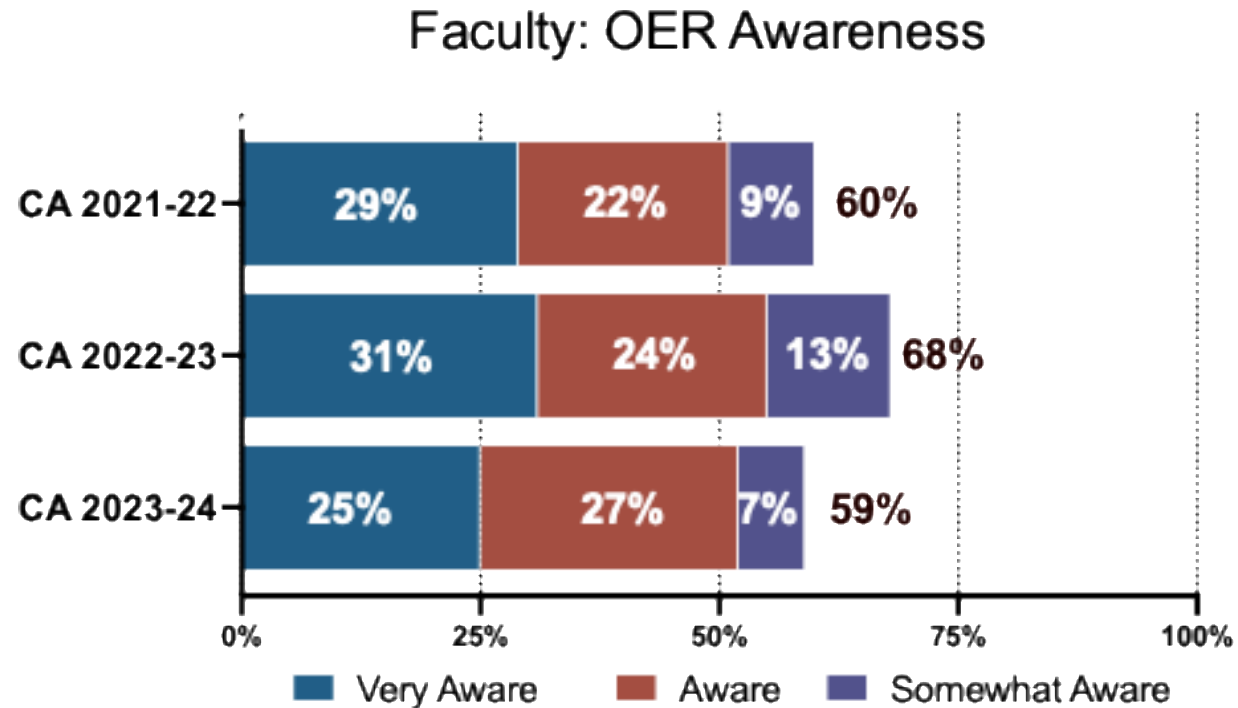
OER AWARENESS

2023-24 Faculty: OER Awareness



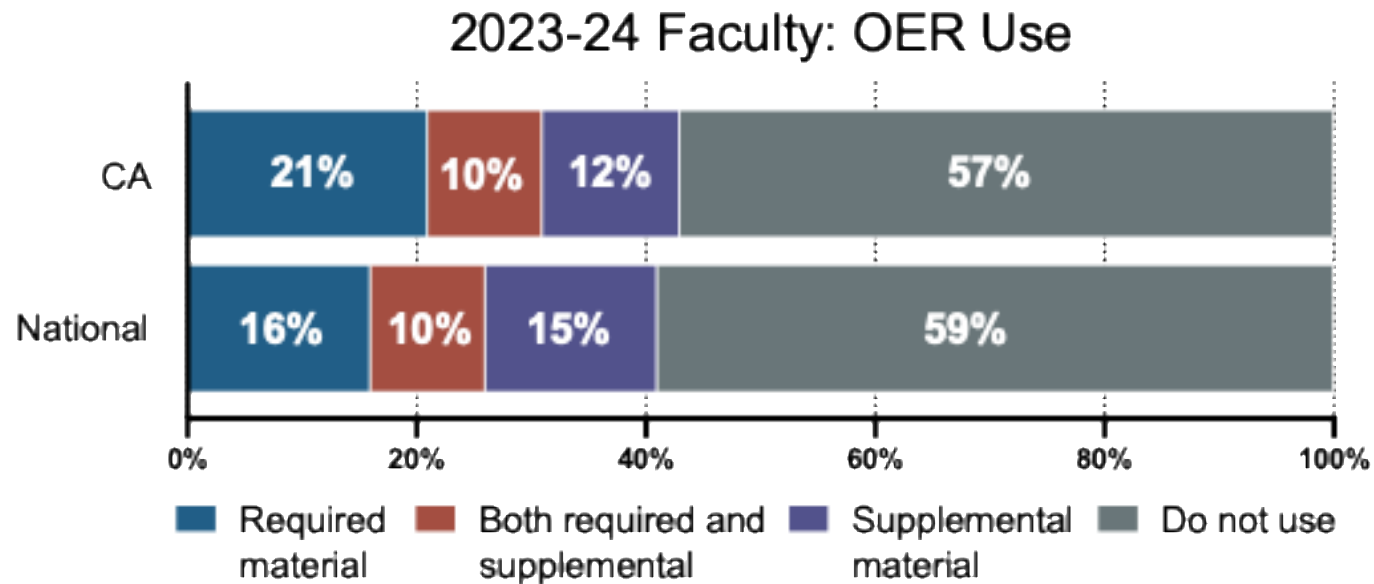
CA faculty are slightly more aware of OER, especially at the highest category

CA OER AWARENESS



But still saw a decrease in awareness this year

OER USE

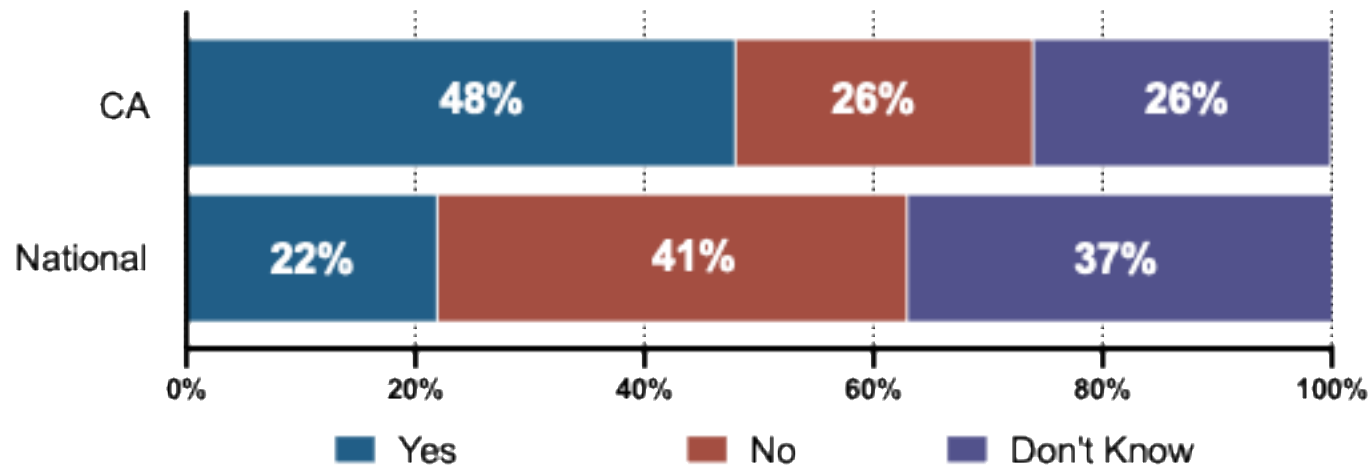


CA faculty are more likely to use OER as required materials; this is the highest proportion across all states

COURSE MARKING - GENERAL

Sneak Peak –
Unpublished analysis

Does your institution designate or label courses with no cost or zero cost for students?

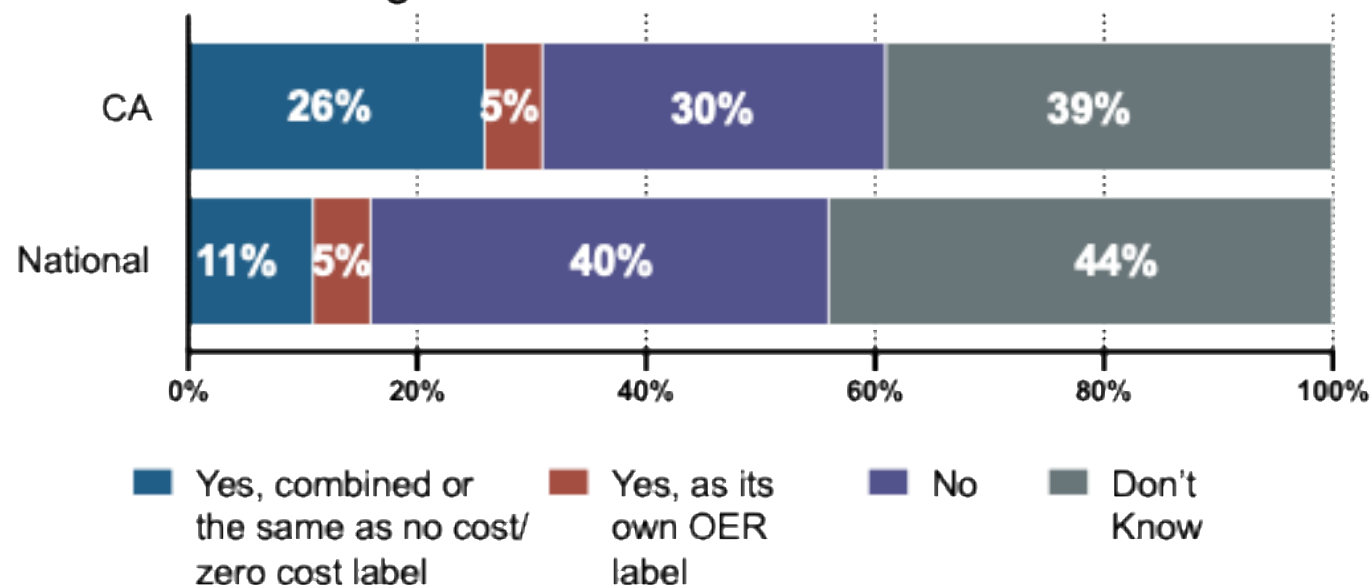


CA leads the nation in course marking awareness by faculty, with twice as many faculty reporting it is used and much fewer unaware of it in general.

COURSE MARKING - OER

Sneak Peak –
Unpublished analysis

Does your institution designate or label courses in the course catalog that use OER materials for students?



If used, most course markings combine OER and free/zero cost; CA has much higher rates of marking than national

CONCLUSIONS



2023-24 HIGHER EDUCATION OER UPDATES

- Digital formats are commonly offered for textbook and many other student course materials
 - Homework and assessments are 2-3x more likely to not have a physical option than are textbooks
- Faculty OER awareness remains high – 1 in 2 faculty are aware – but the level declined for the first time since measurements started in 2015



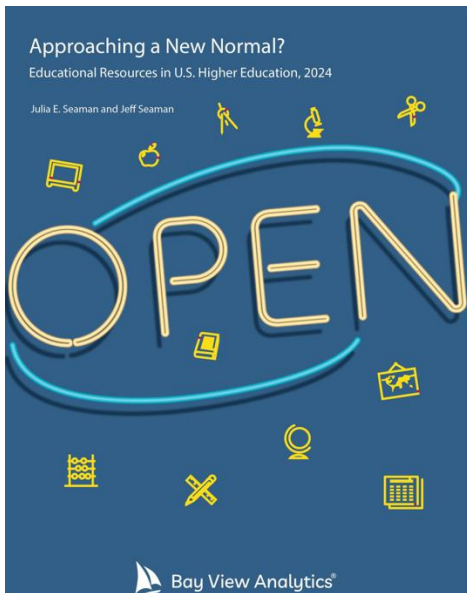
CALIFORNIA – SAME BUT DIFFERENT?



- General trends in digital use for higher education in California mirror national levels
 - This was not as true a few years ago – the other states have caught up to California
- CA faculty are more aware and do use OER more than national level (slightly)
- CA leads the nation in course marking for students, though does not often explicitly differentiate OER from zero cost

MORE INFORMATION

Presentation data are available on our website and a PDF download: bayviewanalytics.com/OER



Additional short reports and findings:

bayviewanalytics.com/ResearchBrief

- Student Readiness for Higher Education
- OER & Cost Savings Initiatives
- Faculty Demographics of OER Users
- [Soon!] Inclusive Access Billing Preferences
- [Future!] AI Perceptions and Use

Sign up for our mailing list or to provide feedback:

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QUESTIONS?



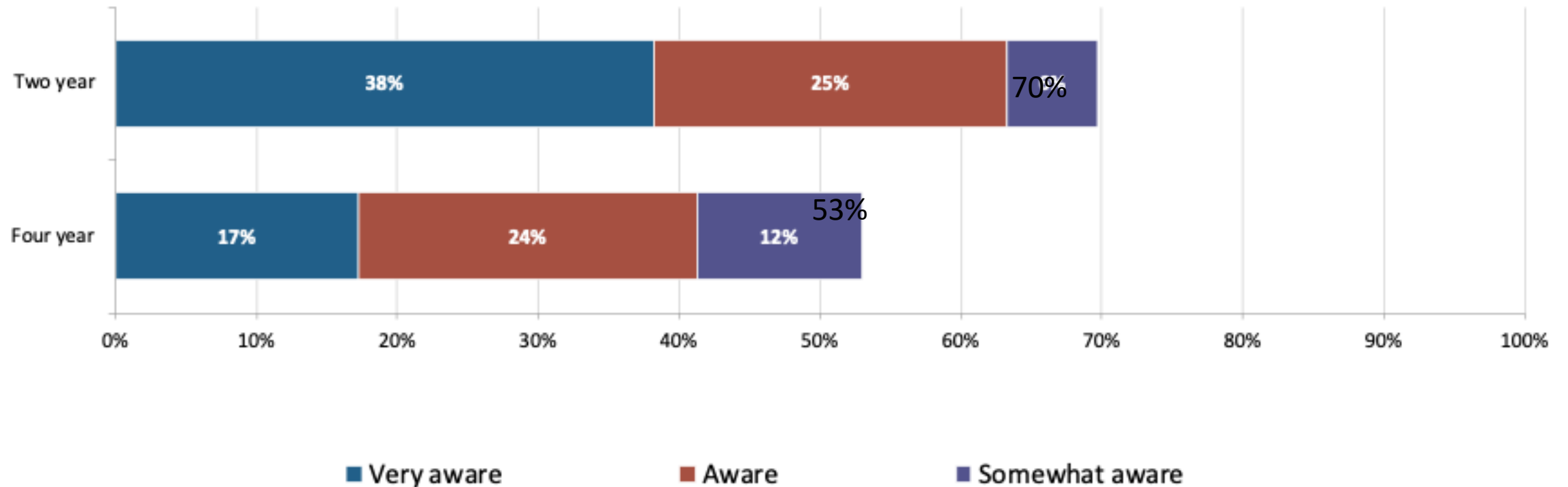


THANK YOU

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OER AWARENESS REMAINS HIGHER IN 2-YEAR SCHOOLS

How aware are you of Open Educational Resources (OER)?



2-YEAR SCHOOLS ALSO USE OER MORE

Are you currently using Open Educational Resources (OER)?

